Rochester Institute of Technology
Saunders College of Business
Student Enrollment and Degrees Awarded

		Fall Enrollment Headcounts					Degrees Awarded				
		2025	**2024**	**2023**	**2022**	**2021**	**2024-25**	**2023-24**	**2022-23**	**2021-22**	**2020-21**
BS	Accounting	101	78	59	74	79	15	21	24	25	26
BS	Finance	345	288	236	202	167	53	43	32	36	46
BS	Global Business Management	759	543	388	173	146	48	43	19	26	35
BS	Hospitality and Tourism Management	129	129	116	129	146	21	29	38	50	48
BS	International Business	136	243	351	508	572	97	97	124	121	111
BS	Management Information Systems	489	632	628	608	629	168	155	162	207	163
BS	Marketing	214	183	170	145	117	46	37	31	26	25
BS	New Media Marketing	0	0	0	5	13	1	2	5	7	12
BS	Supply Chain Management	17	28	26	23	35	12	9	6	17	11
MS	Accounting and Analytics	34	79	21	6	5	64	16	3	0	1
MS	Business Analytics	46	53	59	64	48	31	30	33	13	16
MS	Computational Finance	0	0	0	1	4	0	0	3	2	5
MS	Entrepreneuership and Innovative Ventures	0	0	0	0	0	0	0	0	0	39
MS	Finance	9	10	8	8	9	3	6	7	2	6
MS	Global Supply Chain Management	6	4	4	10	15	1	5	11	4	
MS	Hospitality Business Management	16	15	8	5	3	2	2	2	0	5
MS	Human Resource Development	0	0	1	5	10	0	1	5	5	9
MS	Management	0	0	0	0	1	0	0	0	1	5
MS	Organizational Leadership and Innovation	25	27	15	16	28	13	10	18	15	31
MS	Technology Innovation Mgmt & Entrepreneurship	49	34	37	40	39	32	37	33	35	
MBA	Business Administration	129	119	133	130	134	83	82	68	57	59
MBA	Business Administration - Accounting	0	0	0	1	5	0	0	2	0	1
MBA	Business Administration - Executive	13	15	18	25	35	9	8	17	19	9
MBA	Business Administration - Executive Online	33	23	30	31	41	15	19	21	25	9
PHD	Business Administration	13	7	5							

Note: Enrollment and degrees awarded data include students in global locations.

Rochester Institute of Technology
Saunders College of Business
Retention and Graduation Rates

1 Year Retention Rates for Full-time, First-time Bachelor's Cohort

Term Entered	Fall 2024 Cohort	Fall 2023 Cohort	Fall 2022 Cohort	Fall 2021 Cohort	Fall 2020 Cohort
% Still Enrolled in Following Fall	87%	89%	88%	87%	89%

Notes:

Students are categorized based on their major at entry to RIT.

Figures exclude students in global locations.

Freshman Graduation Rates for Bachelor Degree Seeking Students

Term Entered	Fall 2019 Cohort	Fall 2018 Cohort	Fall 2017 Cohort	Fall 2016 Cohort	Fall 2015 Cohort
Four Years After Entry	55%	57%	44%	58%	48%
Five Years After Entry	71%	73%	64%	76%	71%
Six Years After Entry	75%	75%	69%	84%	73%

Notes:

Students are categorized based on their major at entry to RIT.

Figures exclude students in global locations.

Students are counted as graduates if they graduate within 150% of their program's length, in alignment with IPEDS reporting requirements.